

Docket Item #3
BAR CASE# 2005-0013

BAR Meeting
April 20, 2005

ISSUE: Signs & Alterations

APPLICANT: Papyrus

LOCATION: 721 King Street

ZONE: CD Commercial

BOARD ACTION, FEBRUARY 16, 2005: On a motion by Mr. Wheeler, seconded by Dr. Fitzgerald the Board deferred the application for more information regarding survival of the original storefront may exist. The vote on the motion was 6-0.

REASON: The Board agreed with the Staff analysis.

SPEAKER: Jerry Marchado, project architect, spoke in support

Update: Since the February 16, 2005 hearing, the applicant has removed the existing 1960's storefront to determine if any original historic fabric remained. The demolition revealed very little historic fabric, with the exception of a retractable awning dating from the 1940s. Therefore, the applicant has decided to keep the original design for the replacement storefront. The only change to the application is that the hanging sign has been removed.

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for alterations to the storefront and signage for the new retail business "Papyrus" at 721 King Street.

Storefront alterations

The rehabilitation of the building facade includes replacing the existing storefront and sign board with a new storefront system. Three large MDO panels with decorative trim will be added beneath wooden crown molding. Recessed wooden panels will be added at the base of the new large display windows. The existing aluminum single door with sidelight and transom will be replaced with a new set of single light doors. The central recessed entrance will remain. The storefront will be painted cream (Sail Cloth - Benjamin Moore) and plum (Aubergine - Benjamin Moore).

Awning & Signage

The applicant is proposing a 23' 4 ½" by 4' 10 ½" by 1' 6" awning reading "Papyrus". The shed style awning will be covered in a dark plum colored fabric material with a cream colored logo and lettering. The logo measures 2' in height and the lettering measures 13" in height. The overall length of the logo and lettering is 10.5' in length.

The applicant has provided color samples which will be available at the public hearing.

II. HISTORY:

The terra cotta faced brick building at 721 King Street was built in 1918 as a restaurant, Lipps Cafe. The building has undergone numerous alterations.

In 1940, a small 4' wide by 10ft high by 14'6" long brick addition was added to the east of 721 King Street for use as a magazine store/newsstand (719 ½ King St). At this time the building permit shows the entrance to the 721 King Street located at the eastern corner of the building. In 1943, a 22' addition was constructed to the existing newsstand at 719 ½ King Street (Building permit #4857, 1/18/43). The addition was later connected to 721 King Street (Building permit #14458, 10/3/58). Although, no permits were located, the addition has been demolished.

In 1944, a number of interior alterations were made to convert the building to a photographic studio (Building permit #5791, 6/29/44). In 1951, the Board approved alterations to the storefront, dividing the building into two by adding a second entrance and installing new storefront windows. In 1962, the Board approved additional alterations to the storefront

(8/21/62). At this time the two entrances were combined to a central recessed entrance (Building Permit #18704, 9/10/62).

In 1987 the Board approved alterations to the storefront and signs (Bar Case #87-6, 1/21/87). In 1989, the Board approved a request for a sign for “King Street News” (BAR Case #88-185A, 4/5/89). In 1994, the Board approved a hanging sign for “Old Town News” (BAR Case #94-54, 4/20/94) to replace the previously approved wall sign (BAR Case #91-2, 1/2/91).

III. ANALYSIS:

The building at 721 King Street is 27 feet wide. Therefore the maximum signage allowed is 27 square feet. The proposed signs and storefront alterations comply with zoning requirements.

Staff has no objections to the new entrance and the glass storefront with recessed wooden panels. As discussed above in the history section, the storefront has previously undergone numerous alterations.

The *Design Guidelines* recommend generally only one sign per business as appropriate (Signs - Page 3). The applicant has revised the proposal to include only one sign.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends approval of the application as submitted.

CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F- finding

Code Enforcement:

- C-1 New construction must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-2 Alterations to the existing structure must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-3 Construction permits are required for this project. Plans shall accompany the permit application that fully detail the construction as well as layouts and schematics of the mechanical, electrical, and plumbing systems.
- C-4 Required exits, parking, and accessibility within the building for persons with disabilities must comply with USBC Chapter 11.
- C-5 Wall letters / signs must comply with USBC [H103-H111].
- C-6 Projecting, hanging signs must comply with USBC [H103-H107, H112] for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.
- C-7 Awnings must comply with all applicable requirements of USBC 3105 and 3202.
- C-8 Fixed awnings must be designed and constructed to withstand wind or other lateral loads and live loads required by the USBC. Structural members must be protected to prevent deterioration (USBC 3105.2).

Office of Historic Alexandria:

“No comment”